

# Visual Storytelling for the Young Southeast Asian Leaders Initiative (YSEALI)



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| Project Title     | Visual Storytelling for the Young Southeast Asian Leaders Initiative (YSEALI)   |
| Project Summary   | Create visually engaging content (videos, picture quotes, and infographics) for use in digital media campaigns reaching 75,000+ members of the Young Southeast Asian Leaders Initiative (YSEALI). |
| Country           | United States   |
| Agency            | Department of State   |
| DoS Office        | EAP/PD  |
| Post              | N/A   |
| Section           | N/A   |
| Number of Interns | 2   |

## Project Description

Create visually engaging content for use in digital media campaigns reaching 75,000+ members of the Young Southeast Asian Leaders Initiative (YSEALI). YSEALI is the U.S. government's signature program to strengthen partnerships with emerging leaders in Southeast Asia; to expand their skills as effective civic, economic and non-governmental leaders in the region; and to encourage them to work together across borders to solve regional challenges. The Bureau of East Asia and Pacific Affairs, Office of Public Diplomacy (EAP/PD) will provide editorial oversight and support. The e-intern will develop and/or identify weekly visual content along the four YSEALI themes of civic engagement, the environment, education, and economic development. Content could be short videos, infographics, picture quotes and other data visualizations for social media. This content will be used on YSEALI's digital platforms to inform and engage YSEALI members on YSEALI programs, events, and resources.

## Desired Skills Interests

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|-------------------|
| Skill             |
| Adobe Illustrator |
| Adobe Photoshop   |

|                          |
|--------------------------|
| Design thinking          |
| Graphic design           |
| Storytelling             |
| Twitter                  |
| Facebook                 |
| Infographic design       |
| Social Media             |
| Adobe Premiere Pro       |
| Videography Skills       |
| Adobe Indesign           |
| Digital Media            |
| Public Affairs           |
| YouTube                  |
| Strategic Communications |

## Additional Information

You'll report to the Digital Media Coordinator and YSEALI Coordinator in EAP/PD, and will be an important member of our team as we continue to build our digital diplomacy toolkit for YSEALI. We're looking for students with advanced skill in graphic design and video who are passionate about storytelling. Please be prepared to share a few samples from your portfolio. Access to your own software will be required (whether creative suites or free software). Please familiarize yourself with YSEALI by viewing our website [www.yseali.state.gov](http://www.yseali.state.gov), Facebook page (Young Southeast Asian Leaders Initiative), and Twitter (@YSEALI). Some knowledge and interest in Public Diplomacy, Southeast Asia and/or the Association of Southeast Asian Nations (ASEAN) is a plus. Above all, enthusiasm for visual storytelling will be your greatest strength!

## Language Requirements

*None*